



CITY OF LODI COUNCIL COMMUNICATION

AGENDA TITLE: Authorize City Manager to Send Letter to San Joaquin County Opposing the Development Text Amendment Regarding the Prohibition of Marketing Events at Wineries

MEETING DATE: May 16, 2012

PREPARED BY: City Manager

RECOMMENDED ACTION: Authorize the City Manager to send letter to San Joaquin County opposing the Development Text Amendment regarding the prohibition of marketing events at wineries.


BACKGROUND INFORMATION: The County of San Joaquin is proposing a Development Title Text Amendment, which will prohibit marketing events for proposed wineries or off-site wine cellars. The prohibition would not affect existing permitted wineries, but would impact any existing winery looking to modify their existing marketing plan.

In 2001, the Board of Supervisors established development standards for wineries and wine cellars within County jurisdiction. The intent of the standards was to acknowledge the unique business of growing grapes, wine making, and tourism. Overall, the implementation of the winery ordinance has been successful in seeing dozens of new wineries establish in the past ten plus years.

As the City Council is aware, Lodi's economy is critically linked to the winegrape industry and burgeoning wineries that now exist both within and surrounding the City. While we are cognizant of the issues that have prompted the direction from the Board, staff feels that a text amendment revising the ordinance to prohibit future wineries from having marketing events is an overreaction. We feel a more measured approach is appropriate and would communicate this to the County Planning Commission, which is scheduled to entertain the recommendation on June 7, 2012.

FISCAL IMPACT: Not applicable.

FUNDING AVAILABLE: Not applicable.


Konrad Bartlam
City Manager

KB/jmr

APPROVED:


Konrad Bartlam, City Manager